

# GUIDESTAR® Premium Pay As You Go REPORT



GuideStar Report Generated For: *Southern Poverty Law Center, Inc.*

Report Generated On: **August 10, 2015 at 2:40 PM ET**

EIN: **63-0598743**

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\*Denotes data that is available with purchase of Premium Report

## Content Included with Premium Report Purchase

- ☒ Financial Data for fiscal year(s):
  - 2014
  - 2013
  - 2012
  - 2011
  - 2010
- ☒ 2014 Financial Charts
- ☒ Forms 990 for fiscal year(s):
  - 2014
  - 2013
  - 2012
  - 2011
  - 2010
- ☒ Audited Financial Statements for fiscal year(s):
  - 2013
- ☒ Letter of Determination
- ☒ Form 1023/1024
- ☒ Officer, Director, Key Employee and Highest Paid Employee Data for fiscal year(s):
  - 2014
  - 2013
  - 2012
  - 2011
  - 2010



## General Information

Southern Poverty Law Center, Inc.  
400 Washington Ave  
Montgomery, AL 36104  
<http://www.splcenter.org>

Also Known As: Southern Poverty Law Center  
EIN: 63-0598743

Telephone: 334 -956-8200  
Facsimile: 334 -956-8482

### Contact Information

Ms. Sheila Cunningham, Director of Foundation Relations  
[Sheila.Cunningham@splcenter.org](mailto:Sheila.Cunningham@splcenter.org)  
334 -956-8200 tel



This is a Gold level GuideStar Nonprofit profile, demonstrating this organization's commitment to transparency.

[Learn more about the GuideStar Nonprofit Profile](#)

Affiliation Type: **Included with Premium Report Purchase** ([Add to Cart](#))

## At-A-Glance

IRS Subsection:	<b>Included with Premium Report Purchase</b> ( <a href="#">Add to Cart</a> )
NTEE Codes:	R30 (Intergroup/Race Relations) R22 (Minority Rights) R60 (Civil Liberties Advocacy)
Assets:	\$340,597,498
Income:	\$54,420,509
Expenses:	\$42,414,311
Liabilities:	\$25,849,366
Areas Served:	The SPLC serves the the country as a whole. We expose hate groups to marginalize their impact on mainstream institutions and communities across the nation. Our tolerance education work reaches millions of school children and teachers from all 50 states each year. Through our lawsuits, we not only represent those with no other champions but also create structural change benefiting those beyond our immediate clients.
Ruling Year:	1971
Fiscal Year Start:	November 1
Fiscal Year End:	October 31
Financial information in this report is derived from the organization's 2014 Form 990.	

## Mission

The Southern Poverty Law Center is dedicated to fighting hate and bigotry and to seeking justice for.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

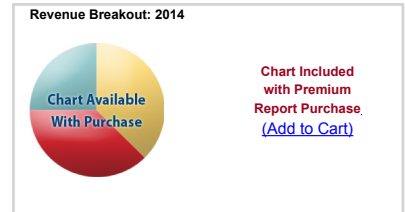
## Revenue from 990 (Fiscal Year Beginning November 1 and Ending October 31)

Prior Year Data included in the Premium Report for 2013, 2012, 2011, 2010

	2014 (990)	*2013 (990)	*2012 (990)	*2011 (990)	*2010 (990)
<b>Contributions<sup>1</sup></b>	\$43,667,375	*	*	*	*
<b>Government Grants</b>	\$0	*	*	*	*
<b>Program Services</b>	\$194,008	*	*	*	*
<b>Investments<sup>2</sup></b>	\$10,452,289	*	*	*	*
<b>Special Events</b>	\$0	*	*	*	*
<b>Sales</b>	\$30,809	*	*	*	*
<b>Other<sup>3</sup></b>	\$76,028	*	*	*	*
<b>Total Revenue:</b>	\$54,420,509	*	*	*	*

1- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data from the 2008 Form 990 against the same field on prior forms.  
 2- The IRS has changed the Requirements for Reporting Investment Income. This value may contain amounts for Items which were reported in earlier years under Other Revenue (Part I, line 11).  
 3- Due to changes to the 2008 form, Membership Dues are not included in Other Revenue anymore, but are reported under Contributions.

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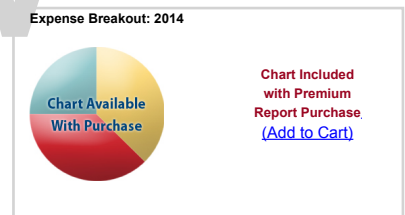
## Expenses from 990 (Fiscal Year Beginning November 1 and Ending October 31)

Prior Year Data included in the Premium Report for 2013, 2012, 2011, 2010

	2014 (990)	*2013 (990)	*2012 (990)	*2011 (990)	*2010 (990)
<b>Program Services</b>	\$26,972,766	*	*	*	*
<b>Administration</b>	\$5,766,908	*	*	*	*
<b>Other</b>	\$9,674,637	*	*	*	*
<b>Total Expenses:</b>	\$42,414,311	*	*	*	*

**Net Gain/Loss:** \$12,006,198

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## Financial Data

Southern Poverty Law Center, Inc.

### Balance Sheet from 990 (Fiscal Year Beginning November 1 and Ending October 31)

Prior Year Data included in the Premium Report for 2013, 2012, 2011, 2010

	2014 (990)			*2013 (990)			*2012 (990)			*2011 (990)			*2010 (990)		
Assets	1-Nov-13	31-Oct-14	Change	1-Nov-12	31-Oct-13	Change	1-Nov-11	31-Oct-12	Change	1-Nov-10	31-Oct-11	Change	1-Nov-09	31-Oct-10	Change
Cash & Equivalent	\$2,163,188	\$994,441	(\$1,168,747)	*	*	*	*	*	*	*	*	*	*	*	*
Accounts Receivable	\$1,486,132	\$1,544,715	\$58,583	*	*	*	*	*	*	*	*	*	*	*	*
Pledges & Grants Receivable	\$3,148,690	\$3,295,618	\$146,928	*	*	*	*	*	*	*	*	*	*	*	*
Receivable / Other <sup>1</sup>	\$0	\$0	\$0	*	*	*	*	*	*	*	*	*	*	*	*
Inventories for Sale or Use	\$347,617	\$510,092	\$162,475	*	*	*	*	*	*	*	*	*	*	*	*
Investment / Securities <sup>2</sup>	\$290,504,810	\$317,313,098	\$26,808,288	*	*	*	*	*	*	*	*	*	*	*	*
Investment / Other <sup>3</sup>	\$0	\$0	\$0	*	*	*	*	*	*	*	*	*	*	*	*
Fixed Assets <sup>4</sup>	\$15,489,324	\$15,182,534	(\$306,790)	*	*	*	*	*	*	*	*	*	*	*	*
Land & Buildings		n/a		*	*	*	*	*	*	*	*	*	*	*	*
Other <sup>5</sup>	\$1,204,746	\$1,757,000	\$552,254	*	*	*	*	*	*	*	*	*	*	*	*
<b>Total Assets:</b>	<b>\$314,344,507</b>	<b>\$340,597,498</b>	<b>\$26,252,991</b>	*	*	*	*	*	*	*	*	*	*	*	*

Liabilities	1-Nov-13	31-Oct-14	Change	1-Nov-12	31-Oct-13	Change	1-Nov-11	31-Oct-12	Change	1-Nov-10	31-Oct-11	Change	1-Nov-09	31-Oct-10	Change
Accounts Payable	\$1,918,731	\$2,148,337	\$229,606	*	*	*	*	*	*	*	*	*	*	*	*
Grants Payable	\$0	\$0	\$0	*	*	*	*	*	*	*	*	*	*	*	*
Deferred Revenue	\$0	\$0	\$0	*	*	*	*	*	*	*	*	*	*	*	*
Loans and Notes <sup>6</sup>	\$0	\$2,500,000	\$2,500,000	*	*	*	*	*	*	*	*	*	*	*	*
Tax-Exempt Bond Liabilities	\$15,000,000	\$15,000,000	\$0	*	*	*	*	*	*	*	*	*	*	*	*
Other <sup>7</sup>	\$6,220,895	\$6,201,029	(\$19,866)	*	*	*	*	*	*	*	*	*	*	*	*
<b>Total Liabilities:</b>	<b>\$23,139,626</b>	<b>\$25,849,366</b>	<b>\$2,709,740</b>	*	*	*	*	*	*	*	*	*	*	*	*
<b>Fund Balance:</b>	<b>\$291,204,881</b>	<b>\$314,748,132</b>	<b>\$23,543,251</b>	*	*	*	*	*	*	*	*	*	*	*	*

1-Nov-12	31-Oct-13	Change	1-Nov-11	31-Oct-12	Change	1-Nov-10	31-Oct-11	Change	1-Nov-09	31-Oct-10	Change
*	*	*	*	*	*	*	*	*	*	*	*
*	*	*	*	*	*	*	*	*	*	*	*
*	*	*	*	*	*	*	*	*	*	*	*
*	*	*	*	*	*	*	*	*	*	*	*

\* Included with Premium Report Purchase [\(Add to Cart\)](#)

1- Due to changes in the 2008 Form 990, this data is no longer reported.

2- Due to Changes in the 2008 Form, this value now includes Publicly Traded Securities as well as Other Securities.

3- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data from the 2008 Form 990 against the same field on prior Forms.

4- The 2008 Form does not distinguish between Land, Buildings & Equipment (LBE) as investments and LBE as fixed assets. This value is equivalent to the sum of both line items on earlier Forms (Part IV line 55 plus line 57).

5- Other Program Related Investments is now a separate field on the new Form, Part X-13(A) and (B).

6- The value on this line may now include payables to former employees, disqualified persons and unrelated third parties.

7- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data From the 2008 Form 990 against the same field on prior Forms.



Note: The balance sheet gives a snapshot of the financial health of an organization at a particular point in time. An organization's total assets should generally exceed its total liabilities, or it cannot survive long, but the types of assets and liabilities also must be considered. For instance, an organization's current assets (cash, receivables, securities, etc.) should be sufficient to cover its current liabilities (payables, deferred revenue, current year loan, and note payments). Otherwise, the organization may face solvency problems. On the other hand, an organization whose cash and equivalents greatly exceed its current liabilities might not be putting its money to best use.

GuideStar Premium Report for *Southern Poverty Law Center, Inc.*






EIN: 63-0598743

Report Generated: August 10, 2015

## Forms 990 Received from the IRS

<div>2014 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2013 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2012 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2011 Form 990</div> <div></div> <div>Included with Premium Report Purchase <a href="#">Add Premium Report to Cart</a></div>	<div>2010 Form 990</div> <div></div> <div>Included with Premium Report Purchase <a href="#">Add Premium Report to Cart</a></div>
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## Forms 990T Received from the IRS

<div>2014 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2013 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2012 Form 990</div> <div></div> <div><a href="#">click to download</a></div>	<div>2011 Form 990</div> <div></div> <div>Included with Premium Report Purchase <a href="#">Add Premium Report to Cart</a></div>	<div>2010 Form 990</div> <div></div> <div>Included with Premium Report Purchase <a href="#">Add Premium Report to Cart</a></div>
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## Forms 990 Provided by the Organization

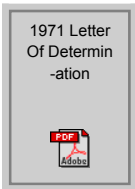
<div>2013 Form 990</div> <div></div> <div><a href="#">click to download</a></div>
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## Audited Financial Statement(s)

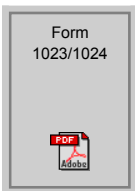
<div>2013 Audit Financial Statement</div> <div></div> <div>Included with Premium Report Purchase <a href="#">Add Premium Report to Cart</a></div>
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### Letter of Determination, Form 1023/1024

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# Preview

### Mission Statement

This information was provided to GuideStar by Southern Poverty Law Center, Inc.

The Southern Poverty Law Center is dedicated to fighting hate and bigotry and to seeking justice for.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

### Impact Statement

This information was provided to GuideStar by Southern Poverty Law Center, Inc.

For more than 40 years, the Southern Poverty Law Center has won justice for the most vulnerable in our society – from integrating the Alabama State Troopers to securing multimillion-dollar judgments on behalf victims of hate group violence. Each year.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

Preview

### Education

This information was provided to GuideStar by Southern Poverty Law Center, Inc.

**Budget:** \$14,263,365

**Category:** None

**Population Served:** Females, all ages or age unspecified

**Program Description:**

The SPLC's public information and education efforts seek to combat hate and bias in our society, expose extremism, and reduce discrimination and injustice. The SPLC provides information about hate groups and other extremists, their activities and the.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

**Program Long-Term Success:**

Teaching Tolerance Now in its 22nd year, Teaching Tolerance remains a critical resource for hundreds of thousands of educators. As school budgets are slashed and high-stakes testing narrows the curriculum, teachers are forced to eliminate multi.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

**Program Short-Term Success:**

Teaching Tolerance We are piloting our new Common Core State Standards-aligned, K-12 tolerance curriculum, Perspectives for a Diverse America, and we will formally launch it for the 2014-2015 school year. We publish our Teaching Tolerance magazine .... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

**Program Success Monitored by:**

Our senior leadership team and our Board of Directors.

**Program Success Examples:**

Teaching Tolerance has attracted considerable external recognition, including 35 honors from the Association of Education Publishers (AEP) - including the Golden Lamp, its highest honor - two Oscars®, and awards from the National Education Associatio.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

### Legal

This information was provided to GuideStar by Southern Poverty Law Center, Inc.

**Budget:** \$12,942,680

**Category:** None

**Population Served:** Females, all ages or age unspecified

**Program Description:**

The Southern Poverty Law Center (SPLC) seeks justice by supporting victims of civil rights abuses and hate crimes, and promoting the civil and human rights of groups most affected by bias and discrimination in our society: minorities, immigrants, gue.... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

**Program Long-Term Success:**

Forty-three years may have passed since the founding of the Southern Poverty Law Center, but today's work continues to transform society. As the country has grown increasingly diverse, the SPLC's work has only become more vital. And its history is .... **Full Text Included with Premium Report Purchase** ([Add to Cart](#))

**Program Short-Term Success:**

Our most recent legal actions include: enforcing the jury's verdict and take the Imperial Klans of America leader's compound for the brutal beating of a Latino teenager in Kentucky; securing access to children held at an abusive juvenile facility in.... **Full Text Included**



### Legal

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**Program Success Monitored by:**

Our senior leadership team and our board of directors.

**Program Success Examples:**

A few of the SPLC's landmark cases include: Keenan v. Aryan

Nations(<http://www.splcenter.org/get-informed/case-docket/keen-an-v-aryan-nations>) , Penny Doe v.

Richardson(<http://www.splcenter.org/get-informed/case-docket/penny-doe-v-richardson>) , Macedo.... **Full Text Included with Premium**

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Preview

### Overview

Number of Employees: 287

### Chief Executive Profile

#### Mr. Richard Cohen

A Virginia native, Richard received his undergraduate degree from Columbia University in 1976 and his law degree from the University of Virginia in 1979. Prior to joining the SPLC staff in 1986, he was a shareholder in a Washington, D.C. law firm. He has been involved in a wide variety of civil rights litigation ranging from traditional employment discrimination and voting rights cases to lawsuits against neo-Nazi organizations. Richard has appeared in numerous state and federal courts, including the Supreme Court of the United States. In 1997, Richard was named by American Lawyer magazine as one of 45 "young lawyers outside the private sector whose vision and commitment are changing lives." In 1999, he was a finalist for the Lawyer of the Year Award from the Trial Lawyers for Public Justice for his role in representing an African American church against Klan arsonists. As SPLC president, Richard also directs the SPLC project that monitors hate group activity across the country as well as the educational initiatives. He served as the executive producer of "Mighty Times: The Children's March," an SPLC-produced documentary film that won an Academy Award in 2005.

### Board Chair

Alan B Howard

### Co-Board Chair

Henry Solano

## Board Leadership Practices



<b>Board Orientation &amp; Education</b> Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?	<b>Yes</b>
<b>CEO Oversight</b> Has the board conducted a formal, written assessment of the chief executive within the past year?	<b>Yes</b>
<b>Ethics &amp; Transparency</b> Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?	<b>Yes</b>
<b>Board Composition</b> Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?	<b>Yes</b>
<b>Board Performance</b> Has the board conducted a formal, written self-assessment of its performance within the past three years?	<b>Yes</b>

## Officers, Directors, Trustees and Key Employees

[Prior Year Officers, Trustees and Key Employee Data included in the Premium Report for 2014, 2013, 2012, 2011, 2010](#)

## Fiscal Year Ending October 31, 2014

Name	*Title	*Compensation
MORRIS DEES	*	*
RICHARD COHEN	*	*
JOSEPH J LEVIN JR	*	*
TEENIE HUTCHISON	*	*
LISA SAHULKA	*	*
ALAN HOWARD	*	*
MARSHA LEVICK	*	*
WILL LITTLE	*	*
JAMES MCELROY	*	*
JAMES RUCKER	*	*
ELLEN SUDOW	*	*
LIDA ORZECK	*	*
ELDEN ROSENTHAL	*	*
HENRY SOLANO	*	*
BRYAN FAIR	*	*
JOCELYN BENSON	*	*
BENNETT GRAU	*	*

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Fiscal Year Ending October 31, 2013

Name	*Title	*Compensation
MORRIS DEES	*	*
RICHARD COHEN	*	*
JOSEPH J LEVIN JR	*	*
TEENIE HUTCHISON	*	*
ELLEN SUDOW	*	*
HOWARD MANDELL	*	*
JAMES MCELROY	*	*
VANZETTA MCPHERSON	*	*
MARSHA LEVICK	*	*
JAMES RUCKER	*	*
ALAN HOWARD	*	*
WILL LITTLE	*	*
LIDA ORZECK	*	*
ELDEN ROSENTHAL	*	*
HENRY SOLANO	*	*
BRYAN FAIR	*	*

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Fiscal Year Ending October 31, 2012

Name	*Title	*Compensation
MORRIS DEES	*	*
RICHARD COHEN	*	*
MICHAEL TOOHEY	*	*
JOSEPH J LEVIN JR	*	*
TEENIE HUTCHISON	*	*
ELLEN SUDOW	*	*
LLOYD V HACKLEY	*	*
HOWARD MANDELL	*	*
JAMES MCELROY	*	*
DAVID WANG	*	*
VANZETTA MCPHERSON	*	*
MARSHA LEVICK	*	*
JAMES RUCKER	*	*
ALAN HOWARD	*	*
WILL LITTLE	*	*
LIDA ORZECK	*	*
ELDEN ROSENTHAL	*	*
HENRY SOLANO	*	*

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Fiscal Year Ending October 31, 2011

Name	*Title	*Compensation
MORRIS DEES	*	*
RICHARD COHEN	*	*
MICHAEL TOOHEY	*	*
JOSEPH J LEVIN JR	*	*

Fiscal Year Ending October 31, 2011

Name	*Title	*Compensation
TEENIE HUTCHISON	*	*
JULIAN BOND	*	*
ELLEN SUDOW	*	*
LLOYD V HACKLEY	*	*
HOWARD MANDELL	*	*
JAMES MCELROY	*	*
DAVID WANG	*	*
VANZETTA MCPHERSON	*	*
MARSHA LEVICK	*	*
JAMES RUCKER	*	*
ALAN HOWARD	*	*
ANDREW FREDMAN	*	*
WILL LITTLE	*	*

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Fiscal Year Ending October 31, 2010

Name	*Title	*Compensation
Morris Dees	*	*
RICHARD COHEN	*	*
MICHAEL TOOHEY	*	*
JOSEPH L LEVIN	*	*
Teenie Hutchison	*	*
JULIAN BOND	*	*
ELLEN SUDOW	*	*
LLOYD V HACKLEY	*	*
HOWARD MANDELL	*	*
JAMES MCELROY	*	*
DAVID WANG	*	*
VANZETTA MCPHERSON	*	*
MARSHA LEVICK	*	*
JAMES RUCKER	*	*
ALAN HOWARD	*	*
ANDREW FREDMAN	*	*

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## Highest Paid Employees &amp; Compensation

[Prior Year Highest Paid Employee Data included in the Premium Report for 2014, 2013, 2012, 2011, 2010](#)

## Fiscal Year Ending October 31, 2014

Name	*Title	*Compensation
WENDY VIA	*	*
MARK POTOK	*	*
JERRI KATZERMAN	*	*
DAVID UTTER	*	*
HEIDI BEIRICH	*	*

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## Fiscal Year Ending October 31, 2013

Name	*Title	*Compensation
MARY BAUER	*	*
WENDY VIA	*	*
MARK POTOK	*	*
DAVID UTTER	*	*
MARION CHARTOFF	*	*

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## Fiscal Year Ending October 31, 2012

Name	*Title	*Compensation
WENDY VIA	*	*
MARY BAUER	*	*
MARK POTOK	*	*
DAVID UTTER	*	*
SHEILA BEDI	*	*

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## Fiscal Year Ending October 31, 2011

Name	*Title	*Compensation
WENDY VIA	*	*
MARY BAUER	*	*
DAVID UTTER	*	*
THOMAS BRINKMAN	*	*
MARK POTOK	*	*

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## Fiscal Year Ending October 31, 2010

Name	*Title	*Compensation
MARY BAUER	*	*
WENDY VIA	*	*
David Utter	*	*
MARK POTOK	*	*
RHONDA BROWNSTEIN	*	*
THOMAS BRINKMAN	*	*

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Preview